



Stratford-upon-Avon  
**TOWN COUNCIL**

BRIDGING THE GAP – SPECIAL EDITION

# Stratford-upon-Avon Neighbourhood Development Plan **REFERENDUM**



Thursday  
29 November



# IT IS TIME FOR STRATFORD-UPON-AVON RESIDENTS TO VOTE ON THE TOWN'S FUTURE...

Neighbourhood Development Plans were established under the Localism Act. This became law in 2011 and aims to give local people more say in the future of where they live. If approved by a local referendum, this Neighbourhood Development Plan (NDP) will be adopted by the District Council as a plan which must be used in law to determine planning applications in the Neighbourhood Area.

The Stratford-upon-Avon Neighbourhood Development Plan was independently examined last year, 2017, and the Examiner recommended that subject to some minor modifications, which were subsequently addressed, the Plan should proceed to Referendum.

At the Cabinet meeting on 8 October, Stratford on Avon District Council endorsed the Plan and confirmed that the Referendum will be held on **Thursday 29 November, 2018**. Registered electors in Stratford-upon-Avon will have the opportunity to vote 'YES' or 'NO' to the following question:

"Do you want Stratford on Avon District Council to use the Neighbourhood Development Plan for Stratford-upon-Avon to help it decide planning applications in the Neighbourhood Area?"

If more than 50% of those voting support the NDP, it will be adopted by Stratford on Avon District Council and will become legally binding.

In the run up to the Referendum the people of Stratford-upon-Avon will have the opportunity to learn more about how the Plan will help the Town's future planning and development.

## WHAT IS THE POINT OF A NEIGHBOURHOOD DEVELOPMENT PLAN?

The point is...

- If adopted, the District Council must take the NDP into account when considering planning applications in Stratford-upon-Avon, including Tiddington and Alveston;
- It means the Town will get more money. This extra funding will be spent on improving the town and not the wider district;
- It helps safeguard the Town against inappropriate development and makes sure that any development takes into account the specific needs of the town;
- It helps ensure infrastructure is planned in advance not developer-led;
- It protects the unique character of the Town including the historic environment, green spaces and riverside setting; and
- It will help make the Town (including Tiddington and Alveston) an even better place to live, with a strong local economy and additional community and leisure facilities.

For more information visit  
[www.stratford-tc.gov.uk](http://www.stratford-tc.gov.uk) or  
[www.ourstratford.org.uk](http://www.ourstratford.org.uk)



# KEY AREAS AND OBJECTIVES OF THE PLAN

**Stratford-upon-Avon Neighbourhood Development Plan aims to make Stratford-upon-Avon, Tiddington and Alveston even better places to live, work or visit. It sets out to ensure that future development respects the character of the Town, is supported by good infrastructure and brings benefits to the community. It focuses on seven main areas:**

- Development Strategy and Housing
- Employment
- The Town Centre
- Built Environment and Design
- The Natural Environment
- Infrastructure
- Community, Leisure and Wellbeing

## DEVELOPMENT STRATEGY AND HOUSING

The Town's central location and its unique Shakespeare connections have resulted in its continued popularity as a tourist destination. This enables the Town to support better cultural, shopping and leisure facilities than most towns of a similar size. Therefore, it is no surprise, that the Town is popular as a place to live and settle.

However, this produces challenges which, unless properly managed, threaten the very qualities that made the Town popular in the first place. There is always demand for more housing and over the last few years this demand has put pressure on greenfield sites at the edges of the Town, creating urban sprawl and development that is unco-ordinated with the necessary infrastructure; particularly the Town's road network. Many of those in the 18-35 age range, who work in the Neighbourhood Area, have to

commute from further afield because they cannot afford to live in Stratford. This puts added pressure on local roads.



## EMPLOYMENT

The Town is the largest in the district and has a strong image as a desirable business location and a major tourist destination. It has a high business density that supports opportunities for new employment, development and a well-educated population.

Stratford-upon-Avon currently enjoys relatively high levels of employment and this must continue as the Town grows. The focus of this Plan is to retain and support existing employers in the Town as well as encouraging additional, high value-added employment to relocate or start up here.

Therefore, the supply of existing employment land in the Neighbourhood Area needs to be maintained in order to provide an appropriate level of local and district jobs.



## THE TOWN CENTRE

The historic Town Centre has a rich past as well as a distinctive character, founded both on Stratford's status as a market town and the place where Shakespeare was brought up and to which he returned. The Town has prospered over the centuries. Its attraction to residents and tourists has grown.



This continued success cannot be taken for granted. The Plan sets out a strategy to secure it. There is a need to strengthen and revitalise shopping and consolidate the visitor and tourist economy. To do this we need to improve the public realm, and make it easier and more enjoyable for people to move around the Town. This in turn will make the retail and entertainment offers more attractive.

## BUILT ENVIRONMENT AND DESIGN

The Neighbourhood Area is dominated by Stratford-upon-Avon which is a planned medieval town at its centre, consisting of a wealth of historic buildings which has grown concentrically over the years. The Neighbourhood Area also contains

the settlements of Tiddington and Alveston.

Design is more than just about materials and appearance. Good design must start from the concept of making the environment an excellent place in which to live and work. This standard applies not only to the extension or replacement of a single

dwelling, but also to new buildings set within their own surroundings. The same concept applies to large developments in order to create their own sense of character. These developments must have a clear sense of community at their core. All developments must demonstrate their relationship and connectivity to the rest of the neighbourhood.



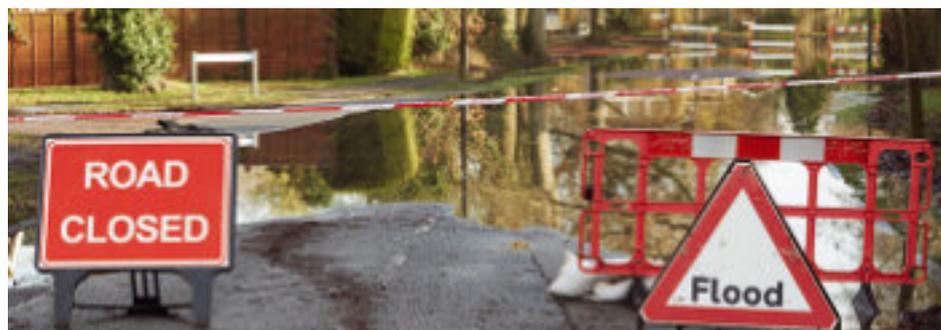
## THE NATURAL ENVIRONMENT

Stratford's green spaces are one of the things local residents like most about the Town. This was the finding through consultation with local communities carried out by the Neighbourhood Plan Group. Together, these green spaces provide a range of environmental benefits to the community; enhancing the quality of life of residents and those who work in or visit the Town. Measures need to be taken to safeguard and enhance the Neighbourhood Area's biodiversity and natural environment – in particular the River Avon Corridor.

This Neighbourhood Development Plan also needs to consider provision throughout the Plan Period (up to 2031) and therefore looks ahead to likely social and environmental challenges.

In particular, the implications of climate change. All new developments need to take account of possible flooding and drainage problems, while buildings must

be energy efficient and sustainably constructed. The Plan also aims to encourage the generation of local, renewable and low carbon energy.



## INFRASTRUCTURE

Improved infrastructure is essential to support the expanding town and district. Distinct needs are recognised in this part of the Plan: schools, healthcare, roads and transport. They are all critical. Schools are nearing capacity and there is evidence that



healthcare, roads and transport are not coping with the demands generated by recent growth. The Town will only accommodate further growth if improvements to these essential supporting services are planned in advance and adequately financed as an integral part of any new development.



## COMMUNITY, LEISURE AND WELLBEING

Stratford-upon-Avon, because of its recognition as an international tourist destination, has an abundance of community and leisure facilities



such as theatres, restaurants and cafes. However, the local community believes there is a lack of facilities for young people, families and older age groups and that more should be done to increase the provision of new and improved facilities.



## STRATFORD-UPON-AVON TOWN COUNCIL CONTACTS

### AVENUE

Cllr Lezley Bott 01789 550689

Cllr Juliet Short 01789 294247

### BISHOPTON

Cllr Victoria Alcock 01789 551072

Cllr Chris Wall 01789 508396

### BRIDGETOWN

Cllr Ben Brain 01789 508325

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Cllr Tony Jackson 01789 551615

### HATHAWAY

Cllr Tessa Bates 01789 293744

Cllr John Bicknell 01789 290947  
(Mayor)

### SHOTTERY

Cllr Charles Bates 01789 293744

Cllr Bill Dowling 01789 740795

### TIDDINGTON

Cllr Phil Applin 01789 295393

Cllr Kate Rolfe 01789 550624  
(Deputy Mayor)

### WELCOMBE

Cllr Tony Jefferson 01789 269332  
Vacancy

## THE REFERENDUM

This detailed Plan contains a vision for the Neighbourhood Area, and sets out clear planning policies to realise this vision.

If passed at referendum, this Plan will become part of the Statutory Development Plan for the district alongside the District Council's Core Strategy. This is a great opportunity for people living in the Neighbourhood Area to decide how the area should evolve in the years up to 2031.

In line with government advice it is anticipated that the Neighbourhood Plan will be reviewed every five years up to 2031.

Thursday 29 November 2018



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# 10 Reasons why you should vote in the Referendum, because the Neighbourhood Development Plan will help...



## Challenge Inappropriate Development

1. By improving the quality of development including community and leisure facilities
2. And safeguarding the Town against inappropriate development

## Ensure a joined up approach to Infrastructure

3. By making sure infrastructure is planned in advance not developer led
4. And includes better pedestrian and cycle routes

## Direct Funding to the Town

5. If adopted through a “yes” vote, it will bring additional money to the Town – 25% of the Community Infrastructure Levy, a charge made on new developments, will be allocated to the Town
6. The extra funding would be spent on improving the Town

## Protect the Environment

7. By preserving and enhancing the historic environment
8. As well as protecting and enhancing the green spaces and natural environment

## Improve the Town Centre

9. By promoting vitality and commercial viability to encourage independent shops and avoid empty units
10. And improving access, pavements and movement within the Town

For further information please visit:

[www.stratford-tc.gov.uk/neighbourhood-plan](http://www.stratford-tc.gov.uk/neighbourhood-plan) or [www.ourstratford.org.uk](http://www.ourstratford.org.uk)